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1 Thus, the specification describes and illustrates but one way in which the
2 hyperlink overlay is rendered on the video stream. Hidary, on the other hand,
3 neither discloses nor suggests any such feature. Rather, Hidary discloses and
4 teaches just the opposite. In making out the rejection, the Office submits that
5 Hidary discloses formatting data files in a graphical markup language, where each
6 file has an instruction for rendering a hyperlink overlay on the video stream. The
7 Office cites to Hidary's Abstract for this support. Applicant respectfully
8 disagrees.

9 Hidary sets forth, in its Abstract, the following:

10
11 A system for integrating video programming with the vast
12 information resources of the Internet. A computer based
13 system receives a video program with embedded uniform
14 resource locators (URLs). The URLs, the effective addresses
15 of locations or Web sites on the Internet, are interpreted by
16 the system and direct the system to the Web site locations to
17 retrieve related Web pages. Upon receipt of the Web pages
18 by the system, the Web pages are synchronized to the video
19 content for display. The video program signal can be
20 displayed on a video window on a conventional personal
21 computer screen. The actual retrieved Web pages are time
22 stamped to also be displayed, on another portion of the
23 display screen, when predetermined related video content is
24 displayed in the video window. [Emphasis added]
25

20 Hidary does not disclose a method by which supplemental data files are
21 formatted in a graphical markup language, each with instructions for rendering a
22 hyperlink overlay on the video stream. Rather, the following excerpts from
23 Hidary describe in more detail exactly what Hidary's method is about:

24
25 The system of the present invention, on the other hand, is a
much more flexible, but less complex, system. First, the

1 actual Web pages are not forced into the very limited
2 bandwidth of the vertical blanking interval (VBI). Instead,
3 merely eight fields of line 21 of the VBI are used to deliver
4 the relevant Internet Web page addresses to the PC. These
5 addresses are called "uniform resource locators" (URLs). The
6 system then directs the particular Web browser to retrieve the
7 identified Web pages from the Internet. Upon receipt of the
8 particular Web page(s), the system syncs the Web page(s) to
9 the video signal, and at the appropriate times, presents the
10 Web pages on one portion of the computer screen with the
11 television video signal, shown in a window on another
12 portion of the screen, and thus, provides the synergistic
13 Internet and television experience. [Summary, column 2, line
14 65 – column 3, line 12, emphasis added].

15 After a video program is created, uniform resource locators
16 are embedded, preferably, into the vertical blank interval of
17 the video programming by the URL encoder 8, shown in FIG.
18 1. [Column 3, lines 55-58, emphasis added].

19 Preferably, the URLs have associated time stamps which
20 indicate to the subscriber stations when, during the video
21 program, to display the particular Web pages addressed by the
22 URLs. The particular information in line 21 is not part of the
23 visual part of the program, and thus, is not perceptible to the
24 human eye, thereby making it ideal to send data information
25 to the users. [Column 3, lines 64 – column 4, line 4,
emphasis added].

26 The present invention can best be understood with reference
27 to an example. A viewer can begin watching a musical video
28 featuring a new band, for example. As the video is received
29 by the PC 16, URLs are being extracted from the vertical
30 blanking interval and are being interpreted by the client
31 software. Upon direction and command, the JAVA enabled
32 browser retrieves particular Web pages from Internet 20 Web
33 sites identified in the URLs. These Web pages will then be
34 displayed on the video screen at particular times. Thus, for
35 example, while the viewer is watching the music video,
36 biographical information on the band can also be displayed
37 adjacently to the video window. [Column 5, line 60-column
38 6, line 11, emphasis added].

1
2 Summarizing the above excerpts, what Hidary discloses is a method by
3 which URLs are embedded in multiple fields of the vertical blanking interval
4 (VBI). Hidary's URLs are used to access Web pages via the Internet and, upon
5 receipt, display those Web pages on a portion of a screen while a television video
6 signal is shown in another window. Nowhere does Hidary disclose or suggest any
7 method in which a supplemental data file is formatted in a graphical markup
8 language with instructions for rendering a hyperlink overlay on a video stream.
9 Rather, Hidary clarifies that the information that is retrieved from the embedded
10 URL is displayed "adjacently to the video window." This, in point of fact, teaches
11 directly away from the presently-claimed subject matter which recites, in pertinent
12 part, that the supplemental data files have instructions for rendering a hyperlink
13 overlay on the video stream.

14 Hidary neither discloses nor suggests the subject matter of claim 1.
15 Accordingly, claim 1 is allowable.

16 **Claims 2-6, and 11-15** depend either directly or indirectly from claim 1
17 and are allowable as depending from an allowable base claim. These claims are
18 also allowable for their own recited features which, in combination with those
19 recited in claim 1, are neither shown nor suggested by Hidary.

20 For example, **claim 2** recites that the formatting step comprises formatting
21 the supplemental data files in HTML. Since Hidary neither discloses nor suggests
22 the use of supplemental data files as contemplated in claim 1 (i.e. each file having
23 instructions for rendering a hyperlink overlay on the video stream), it is virtually
24 impossible for it to disclose formatting such files in HTML. Accordingly, for this
25 additional reason, claim 2 is allowable.

1 **Claim 3** recites a further step of “transmitting timing specifications with
2 the supplemental data files indicating times for displaying the hyperlink overlays.”
3 (emphasis added). In making out the rejection of claim 1, the Office contends that
4 the hyperlink overlays are the same as Hidary’s URLs. (See Office action, page 2,
5 paragraph #1). The Office cites to Column 3, lines 60-67 of Hidary in support of
6 its position that Hidary discloses the subject matter of this claim. The cited
7 passage does not disclose that Hidary’s URLs are ever displayed. Rather, what is
8 displayed are the Web pages that are referenced by the URLs. Specifically, in the
9 cited passage Hidary states, “[T]he URLs have associated time stamps which
10 indicate to the subscriber stations when, during the video program, to display the
11 particular Web pages addressed by the URLs.” Accordingly, the time stamps to
12 which Hidary refers indicate when to display Web pages addressed by the
13 embedded URLs, not the URLs themselves. Further, the displayed Web pages are
14 not “hyperlink overlays”, as described and claimed in Applicant’s disclosure. Any
15 URLs that Hidary does display, do not appear to be displayed in accordance with
16 transmitted timing specifications. See, e.g. Column 5, lines 45-55, which
17 discloses displaying URLs in a control panel after they have been broadcast and
18 received by the computer. There appears to be only one condition attached to the
19 display of these URLs—that the URL is received by the PC. Nowhere does
20 Hidary disclose or suggest displaying these URLs pursuant to timing
21 specifications. Moreover, these URLs are not displayed as “hyperlink overlays”—
22 they are displayed in a separate control panel that is not a hyperlink overlay, as
23 contemplated in Applicant’s disclosure. For all of these additional reasons, claim
24 3 is allowable.
25

1 **Claim 5** recites additional steps of “receiving the video stream and
2 accompanying supplemental data files, and displaying the hyperlink overlays in
3 conjunction with the video stream.” As Hidary does not disclose or suggest
4 formatting supplemental data files as pointed out above, it is virtually impossible
5 for it to disclose or suggest receiving any such video stream and data files and
6 displaying hyperlink overlays in conjunction with the video stream. The Office
7 cites to Hidary’s Column 3, lines 61-67 in support of its rejection of this claim.
8 This portion of Hidary has been discussed above where it is pointed out that
9 Hidary in no way discloses or suggests a method in which supplemental data files
10 have instructions for rendering hyperlink overlays on the video stream.
11 Accordingly, for this additional reason, claim 5 is allowable.

12 **Claims 11-15** depend from claim 5 and are allowable for all of the reasons
13 set forth with respect to claim 5 and claim 1 from which they depend. These
14 claims are also allowable for their own recited features which, in combination with
15 those recited in the claims from which they depend, are neither shown nor
16 suggested by Hidary.

17 **Claims 40-43** recite a video broadcast system. Claim 40 specifically
18 recites “a broadcast source that broadcasts a video stream and provides
19 accompanying supplemental data files, each supplemental data file having
20 instructions for rendering a hyperlink overlay on the video stream; [and] a
21 receiver configured to receive the video stream and accompanying supplemental
22 data files and to display the hyperlink overlays in conjunction with the video
23 stream.” Nowhere does Hidary disclose or suggest a broadcast system in which a
24 broadcast source provides a video stream and accompanying supplemental data
25 files each of which have instructions for rendering a hyperlink overlay “on” the

1 video stream. Rather, as pointed out above, Hidary discloses a system that teaches
2 away from the presently-claimed subject matter. Accordingly, claim 40 is
3 allowable.

4 **Claims 41-43** depend from claim 40 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 40, are neither shown
7 nor suggested by Hidary. Accordingly, these claims are allowable.

8 9 **§103 Rejections**

10 **Claims 7-10, 16-39, and 44-50** stand rejected under 35 U.S.C § 103(a) as
11 being unpatentable over Hidary in view of King et al (U.S. Patent No. 5,621,428).

12 **Claim 7** depends from claim 5 which in turn depends from claim 1. Claim
13 7 is allowable as depending from an allowable base claim and for its own recited
14 features which, in combination with those recited in claims 5 and 1, are neither
15 shown nor suggested by any of the references of record, either singly or in
16 combination with one another. Claim 7 recites a method wherein “the formatting
17 step comprises setting transparent areas of each hyperlink overlay to a key color;
18 [and] the displaying step comprises displaying the video stream only in the areas
19 of the hyperlink overlays that are set to a key color.”

20 Hidary, as pointed out above, neither discloses nor suggests formatting
21 supplemental data files in a graphical markup language where each file has
22 instructions for rendering a hyperlink overlay on the recited video stream.
23 Accordingly, the §103 rejection is deficient for at least this reason. In making out
24 the rejection, the Office cites to King for its disclosure of color keying techniques.
25 Color keying technology is not new. King simply discloses the use of color

1 keying technology to automatically align video data with a video window on a
2 display screen. More specifically, King's method automatically aligns video data
3 by storing a selected color key in a graphics memory circuit, storing a chroma key
4 in a motion video memory circuit, and simultaneously controlling the graphics
5 memory circuit to output graphic signals and the motion video memory circuit to
6 output video signals. The graphics signals are then compared to a stored color key
7 to detect when the color key is transmitted within the graphics signals. When
8 there is a match, a color key detection signal is generated. The outputted video
9 signals are compared with a stored chroma key to detect when the chroma key is
10 transmitted. When there is a match, a chroma key detection signal is then
11 generated. A vertical and horizontal offset between the color key detection signal
12 and the chroma key detection signal is then detected, and this offset is used to
13 adjust the timing of the motion video memory circuit so that the color key
14 detection signal and the chroma key detection signal occur substantially
15 simultaneously. This offset is then stored for subsequent operation of the motion
16 video memory circuit. The chroma key stored in the storage locations in the
17 motion video memory circuit is then replaced with the video data to be displayed
18 in the video window.

19 Given the deficiencies in Hidary as pointed out above, Applicant submits
20 that nothing in King fills those deficiencies in a manner that would render claim 7
21 obvious. Accordingly, claim 7 is allowable.

22 **Claim 8** depends from claim 5 which in turn depends from claim 1. Claim
23 8 is allowable as depending from an allowable base claim and for its own recited
24 features which, in combination with those recited in claims 5 and 1, are neither
25 shown nor suggested by any of the references of record, either singly or in

1 combination with one another. Claim 8 recites the subject matter of claim 7 and,
2 in addition, recites that the “displaying step comprises launching an HTML-
3 compatible browser to display the hyperlink overlays”. For all of the reasons set
4 forth above with respect to claim 7, claim 8 is allowable.

5 **Claims 9 and 10** depend from claim 5 which in turn depends from claim 1.
6 Claims 9 and 10 are allowable as depending from an allowable base claim and for
7 their own recited features which, in combination with those recited in claims 5 and
8 1, are neither shown nor suggested by any of the references of record, either singly
9 or in combination with one another.

10 **Claim 16** recites a method and has been amended to *clarify* that the
11 formatted HTML files have instructions for rendering the hyperlink pages on a
12 video stream. Nothing in Hidary discloses or suggests any such feature. Rather,
13 as pointed out above, Hidary renders nothing on a video stream. King discloses
14 only the use of color keying for the specific purpose mentioned above. Nothing in
15 these references, taken in combination, discloses or suggests any method in which
16 HTML files are formatted with instructions for rendering hyperlink pages on a
17 video stream. Accordingly, this claim is allowable.

18 **Claims 17-23** depend from claim 16 and are allowable as depending from
19 an allowable base claim. These claims are also allowable for their own recited
20 features which, in combination with those recited in claim 16, are neither shown
21 nor suggested by any of the references of record, either singly or in combination
22 with one another.

23 **Claim 24** recites a method in which a video stream is received. One or
24 more hyperlink pages are associated with the video stream and have transparent
25 areas that are set to a key color. The hyperlink pages are displayed on a display.

1 The video stream is displayed on the display in areas of displayed hyperlink pages
2 that are set to a key color. Thus, this method recites displaying a video stream
3 within areas of a hyperlink page. Nowhere does Hidary disclose or suggest any
4 such method. In making out the rejection, the Office cites to column 5, lines 34-
5 59 of Hidary for the proposition that “displaying the video stream only in the areas
6 of the hyperlink pages” is disclosed. (See Office Action, page 6, top paragraph).
7 Yet, as pointed out above, Hidary does not disclose displaying a video stream only
8 in the areas of any hyperlink pages. See, e.g. Hidary, column 6, lines 8-10 which
9 provides an example of what Hidary discloses (“Thus, for example, while the
10 viewer is watching the music video, biographical information on the band can also
11 be displayed adjacently to the video window.”) Thus, it appears clear that what
12 Hidary contemplates is not a method in which a video stream is displayed in areas
13 of a displayed hyperlink page. Rather, Hidary discloses and teaches a method in
14 which Web pages are display “adjacently” to the video window. King’s disclosed
15 color keying techniques add nothing of significance to the disclosure of Hidary
16 that is clearly lacking. Accordingly, claim 24 is allowable.

17 **Claims 25-31** depend from claim 24 and are allowable as depending from
18 an allowable base claim. These claims are also allowable for their own recited
19 features which, in combination with those recited in claim 24, are neither shown
20 nor suggested by the references of record, either singly or in combination with one
21 another.

22 **Claim 32** is a claim directed to a computer-readable storage medium
23 having instructions for performing steps that are the same as those set forth in
24 claim 24. For all of the reasons set forth above with respect to the patentability of
25 claim 24, this claim is allowable.

1 **Claims 33-39** depend from claim 32 and are allowable as depending from
2 an allowable base claim. These claims are also allowable for their own recited
3 features which, in combination with those recited in claim 32, are neither shown
4 nor suggested by the references of record, either singly or in combination with one
5 another.

6 **Claim 44** depends from claim 40 and is allowable as depending from an
7 allowable base claim. This claim is also allowable for its own recited features
8 which, in combination with those recited in claim 40, are neither shown nor
9 suggested by the references of record, either singly or in combination with one
10 another.

11 **Claim 45** recites a receiver for receiving and displaying video streams. The
12 claim recites display hardware for displaying video streams and bit-mapped
13 images to a user. The display hardware is recited to include color keying
14 hardware that displays video in display areas that are set to a key color. Access
15 means are recited for reading supplemental data files that have instructions for
16 rendering bit-mapped hyperlink overlays in conjunction with the video stream at
17 indicated times. A data processor is recited to read the supplemental data files and
18 in response display the hyperlink overlays at the indicated times. The hyperlink
19 overlays have transparent areas that are set to a key color thus appearing to overlay
20 the video streams. Hidary, as pointed out above, does not disclose or suggest any
21 such system in which any hyperlink overlays appear to overlay a video stream.
22 Further, Hidary neither discloses nor suggests a system in which supplemental
23 data files are read having instructions for rendering bit-mapped hyperlink overlays
24 in conjunction with a video stream. Rather, Hidary provides a system in which
25 Web pages are displayed beside or adjacent a video window. King discloses only

1 systems that use color key techniques to display video and graphics data. In
2 combination, these references neither disclose nor suggest the subject matter of
3 claim 45. Accordingly, this claim is allowable.

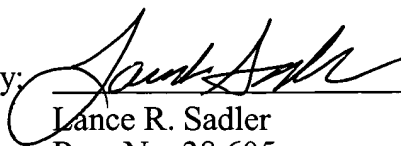
4 **Claims 46-50** depend from claim 45 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 45, are neither shown
7 nor suggested by the references of record, either singly or in combination with one
8 another.

9
10 **Conclusion**

11 Applicant submits that all of the claims are in condition for allowance and
12 respectfully requests a Notice of Allowability be issued forthwith. If the Office's
13 next anticipated action is to be anything other than issuance of a Notice of
14 Allowability, Applicant respectfully request that the undersigned be contacted for
15 the purpose of scheduling an interview.

16
17 Respectfully Submitted,

18
19 Dated: 11/3/00

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25